



For Immediate Release

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Gallatin Seeks Input of Residents for Research Process

(February 5, 2016) The City of Gallatin has launched an online community-wide survey that will be open to the public through February 28 to collect opinions and ideas about the City.

The City has partnered with the Gallatin Chamber of Commerce and North Star Destination Strategies to conduct the survey which will lead to a community "brand" for marketing the City to visitors, residents and businesses.

"Gallatin has a great story to tell," Mayor Paige Brown said. "The process of this community-wide effort will help us tell our fabulous story."

"We have been very successful in attracting new companies and expanding existing businesses in Gallatin," said James Fenton, Director of the Gallatin Economic Development Agency (GEDA). "This campaign will help Gallatin better position itself for site selection, corporate offices, and more jobs."

Fenton explained that the tools resulting from this survey and branding effort can be adopted by many groups in Gallatin. City government, non-profits, and even private businesses and industry will be able to incorporate elements into their marketing efforts.

"We have partnered with more than 200 communities across North America, and I can't emphasize enough the importance of insights gleaned from community members," said Don McEachern, North Star's CEO. "To learn what makes a community special, you have to go to the people who spend more than just their money and time there. You have to go to the people who spend their lives there."

McEachern explained the survey does include elements that some might perceive as negative. He said knowing the negative observations helps shape the branding campaign to change those views.

"Participating in the survey helps us develop and identify a brand that is cohesive with Gallatin's unique and diverse culture," said Kim Myers, Director of the Gallatin Chamber of Commerce. "Each person, place, and thing in our City is what shapes us into who we are and what sets us apart. Please take the time to share your thoughts."

Everyone who lives and works in Gallatin is invited and encouraged to participate in this important community-wide initiative by completing the questionnaire. It can be found on the City's website at www.gallatinonthemove.com/survey. Answers remain confidential and anonymous. The survey window will close on February 28.

If you are interested in learning more about Gallatin's branding initiative, please contact the GEDA office at 615-451-5940. This office can also supply paper copies to be completed by those without access to a computer.

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